

Appl. No. 10/034,002
Amdt. dated December 9, 2004
Reply to Office Action, date mailed Sept. 9, 2004

RECEIVED
CENTRAL FAX CENTER

DEC 09 2004

DOCKET NO. 13872RRUS02U
Customer No. 49403

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Michael D. Hall, et al.

Serial No. 10/034,002

Filed: December 26, 2001

For: Method Delivering
Location-Based Targeted
Advertisements to Mobile
Subscribers

Art Unit: 2645

Conf. No. 1840

Examiner: Foster, Roland G.

CERTIFICATE OF FAX TRANSMISSION

I hereby certify that this correspondence is being FACSIMILE
TRANSMITTED to the United States Mail under 37 C.F.R. § 1.8
to Fax Number 703-872-9309 and is addressed to: Commissioner
for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on
December 9, 2004.

By:

James A. Harrison

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICIAL ACTION UNDER 37 C.F.R. § 1.111

Sir:

Responsive to the Official Action mailed on September 9, 2004, the period for response thereto set to expire on December 9, 2004, the Applicant hereby makes the following arguments and remarks. As such, reconsideration of the action and allowance of the present application are respectfully requested and are believed to be appropriate in view of the following:

Amendment to the Specification – N/A.

Amendment to the Claims begins on page 2 of this paper.

Amendment to the Drawings – N/A.

Remarks begin on page 6 of this paper.